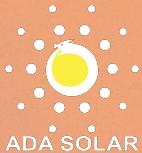


Cardano Summit 2025

Building the Future, Together

Cardano Budget Proposal

31. March, 2025





WHY CARDANO SUMMIT

Since many years the Flagship Cardano Summit has been the place where community, businesses, ecosystem, developers, and regulators meet, discuss and connect to advance the Cardano blockchain. It is a must event for a Cardano decentralized growth. 2025 Objectives:

1. **Driving blockchain adoption:** Capturing the Developer opportunities in India, Africa, Latam, US and Europe and onboarding new developers
2. **Promoting education and innovation:** Sharing knowledge, case studies, and new applications to promote Cardano as blockchain of choice
3. **Advancing infrastructure:** Discussing topics such as programming, open source development, and cross-chain interoperability.
4. **Engaging the global ecosystem:** Bringing together the global Cardano community, including industry leaders, businesses, ecosystem projects, and blockchain enthusiasts for networking and connection opportunities
5. **Fostering governance discussions:** Facilitating conversations about decentralized decision-making and active community participation in the Cardano ecosystem



ALIGNED WITH Cardano Roadmap

1. **Accelerates Adoption:** The Summit directly drives user and developer uptake through targeted regional Cardano Dev Days events globally, including but not limited to practical demonstrations of new features (e.g. L2s, Programmable Assets).
2. **Fuels Roadmap Execution:** It serves as a critical feedback loop, gathering community insights to refine and optimize development priorities (Scaling, Developer Experience).
3. **Amplifies Innovation:** The Summit showcases cutting-edge advancements (e.g. Leios, Midgard), attracting investment, talent, and fostering strategic partnerships.
4. **Fosters Collaboration:** It strengthens the community and its knowledge sharing, building the cohesive ecosystem necessary for Cardano's global impact.
5. **Drives Growth:** The Summit will allow for the education, and collaboration for growth.

2025 PROPOSAL

2025 strategy features a hybrid event model: a flagship event + four regional events. Each event will have a lead organizer, with collaborative support from all partners. To ensure continuity and early planning for 2026, ticket sales will be used for the 2026 summit and its down payments.

- A 2-day **Cardano Summit** for over **800 people**.
Hosted by the Cardano Foundation in Berlin in Nov 2025 (dates tbc).
- A 2-day **Cardano Tech ASIA** (name tbd) targeting developers for 300+ people.
Hosted by EMURGO in Bangalore in December 2025, coinciding with India Blockchain Week.
- A 2-day **Cardano Tech AFRICA** (name tbd) targeting community and developers for 500 people
Hosted by Wada in Kenya in September 2025.
- A 2-day **Cardano Tech USA** (name tbd) targeting developers for 500 people
Hosted by Rare Evo in Las Vegas on 7 August 2025.
- A 2-day **Cardano Tech LATAM** (name tbd) targeting developers for 500 people
Hosted by ADA SOLAR in LATAM October 2025.



Cardano Dev Days, Las Vegas, US

500 People
(Dev Day @ Rare Evo)

Technical Workshops
Technical Panels
Cardano 101 Clinics
Networking

Prizes: \$30,000+ USD

Cardano Africa

500 People
Stand-alone event

Day 1 - Cardano Dev Days / Hackathon
Day 2 - Main stage, panels, workshops, community projects & use cases presentations

Cardano Dev Days, Latam

Brazil and Argentina (tbd)
500 people each stand-alone events

Technical Workshops
Technical Panels
Cardano 101 Clinics
Networking
Prizes: \$30,000+ USD

Cardano Summit

800+ people
Flagship event

Hackathon
Battle of the Builders
Summit Day 1 & 2
Summit Awards
Summit Experience

Cardano Dev Days, Bangalore, India

300 People
(India Blockchain Week)

Technical Workshops
Technical Panels
Cardano 101 Clinics
Networking

Prizes: \$30,000+ USD



Cardano
Foundation

Proposed Timeline (tbc)

KEY DELIVERABLES

1 x Flagship Cardano Summit: Europe (November 2025)

4 x Regional Cardano Tech Events

- Las Vegas, USA (August 2025)
- Africa (September 2025)
- LATAM (Q3 2025)
- Bangalore, India (December 2025)

Cardano Summit Awards & Battle of the Builders

- Included within the Flagship Cardano Summit

Dev Days/Hackathons

- Integrated into each of the four Regional Tech Events

Specific KPIs

- Attendee targets (500-800 attendees per summit)
- Speaker targets (20-100 speakers per summit)
- Session targets (8-20 sessions per summit).

Budget that has not been used in 2025 will go back to the treasury. Revenue will be reinvested in the Summit and down payments for Cardano Summit 2026

Resources + Duration Estimates

EVENT	TEAMS REQUIRED	FINANCE RESOURCE REQUESTED	VENDOR / OWNER	TIME RESOURCE REQUIRED
FLAGSHIP Cardano Summit November 2025	CF Team with supporting agencies	USD 1.4 M	CF	6 months for planning at minimum
US - Cardano Dev Days August 2025	Rare Evo Team, CF Team, Cardano Ambassadors and Volunteers, Developers	USD 0.4 M	Rare Evo	3 months at minimum
Cardano Africa Summit September 2025	Wada Team, CF Team, Cardano Ambassadors and Volunteers, Developers	USD 0.4 M	WADA	3 months at minimum
LATAM - Cardano Dev Days October 2025	ADA Solar Team, CF Team, Cardano Ambassadors and Volunteers, Developers	USD 0.4 M	Ada Solar	3 months at minimum
Asia - Cardano Dev Days December 2025	EMURGO & CF Teams, Cardano Ambassadors and Volunteers, Developers	USD 0.4 M	EMURGO	3 months at minimum



COST BREAKDOWN

Each event will have its own cost breakdown which are currently in development and in negotiations. It will include a mix of the line items below:

- Venue hire & catering
- Hackathon, AV & internet
- Special event costs (i.e., Summit experience, Awards, BoB, etc.)
- Furniture hire
- Exhibition and sponsorship costs
- Design & branding
- Marketing, comms, social media & PPC
- Filming & photography
- Web, app, and ticketing
- Badging
- Content & speaker management
- KOL travel & accommodation
- Media / advertising
- Merchandise
- Organizing team costs and onsite fees
- Supporting agency fees and onsite fees
- Site inspection allowance
- Contingency/misc costs

TOTAL	USD 3.0 M
1.4 M Europe	
0.4 M AFRICA	
0.4 M LATAM	
0.4 M USA	
0.4 M ASIA	

PROPOSAL DEPENDENCIES

- **Resources:** Events will be executed only if proposal will be approved by DReps timely (6 months needed).
- **Secure World-Class Logistics:** venues, organization, and expenses tracking must be flawlessly executed to protect the Cardano Summit brand quality.
- **Safety and Visa:** Locations scrutiny to ensure safe, quality and compliant events.
- **Community Participation:** Active engagement is non-negotiable, both in terms of speakership and attendance.
- **Showcase Cutting-Edge Technology:** Demos and presentations must highlight Cardano's latest advancements.

LONG TERM STRATEGY

- Establish a Dedicated Steering Committee: Ensure ongoing governance of the Cardano Summit brand and strategic vision.
- Continue Work on the new finance model in which previous year tickets sales cover the deposit fees for next years' events.
- Continue to step and repeat working processes and streamline event organization year on year.
- Involve community in decision making for next year's host countries and cities.
- Create Comprehensive Documentation & SOPs: Guarantee knowledge transfer and consistent execution.
- Implement Robust Feedback & Analysis: Drive continuous improvement and adaptation.
- Foster Community Ownership & Support: Ensure long-term engagement and sustainability.
- Embrace Technological Innovation: Maintain relevance and enhance the Summit experience.



TRACK RECORD

The Cardano Summit 2025 will leverage the collective strength and deep regional expertise of its co-hosts, ensuring unparalleled impact and engagement across the globe.

- **The Cardano Foundation's** proven delivery of three consecutive, globally impactful Cardano Summits establishes their invaluable institutional and enterprise knowledge and a track record of high-quality, large-scale event execution.
- **EMURGO's** extensive experience in fostering blockchain adoption through strategic events, including TOKEN2049, positions them as a key driver of regional engagement and impact.
- **Rare Evo** demonstrated expertise in curating highly engaging and community-centric blockchain events, like Rare Evo, ensures a dynamic and impactful experience for attendees.
- **WADA's** established presence and deep connections within the Cardano community in Africa, coupled with their successful track record of organizing CLEs, guarantees strong local engagement and relevance.
- **ADA Solar's** unique understanding of the regional landscape and their proven ability to activate local communities, exemplified by Cardano Constitutional Convention and Cardano Tech Week, will be instrumental in maximizing the summit's reach and impact in LATAM.

Cardano Foundation - track record



Watch 2022 Here



CARDANO SUMMIT 2022

Watch 2023 Here



CARDANO SUMMIT 2023

Watch 2024 Here



CARDANO
SUMMIT 2024

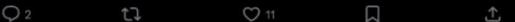
Social Feedback 2024



Adam Dean
@adamKDean

We need a "capstone" event and @Cardano_CF has done an amazing job the past three years (including this one). There are far too many people who are dismissive of how much actual work it is to put on events like this IMO...

8:29 PM · Oct 25, 2024 · 366 Views



jupiter 🌟

Cardano Summit 2024 was truly breathtaking, an amazing venue, great vibes and the opportunities to network and connect were top notch

Being able to put a face to the names we ride this wave with was an absolute pleasure, appreciate each and every single one of you that took the time to chat and get to know me 🙏

The summit was productive to say the least and we're in talk with a couple VCs ourselves, they liked what we had to say 🎉

Thank you @Cardano_CF and the wider Cardano ecosystem, what an event!



PAul 🇮🇪

@cwpaulm

Back home after an incredible few days in Dubai meeting so many great Cardano community members and builders.

As I'm looking at x I see pictures of so many people I'd have loved to meet too but missed this time, unfortunately. Social media can be a strange place and give the wrong impression of people at times but in person you get a better feel for who people are and I would say 95% of people that you mightnt agree with or like their take on social media genuinely want to push the Cardano space forward for everyone in it.

Thank you to @Cardano_CF for putting on such a great event.

Family time today and tomorrow, but from Monday I'll be getting all my thoughts out and diving into the different updates.

12:18 PM · Oct 26, 2024 · 1,708 Views



Rick McCracken DIGI 🇺🇸

@RichardMcCrackn

This entire panel in UAE is very forward thinking, blockchain savvy, and innovation friendly. @CNBC

Bullish! #CardanoSummit2024



8:55 AM · Oct 23, 2024 · 7,739 Views

9 comments

67 shares

582 likes

2 bookmarks

1 share



Coin Ceylon 🇸ු

@Coin_Ceylon

1/5

The #CardanoSummit2024 has been an incredible two-day journey! From inspiring speakers to in-depth panels, it's been a powerful gathering of #Cardano innovators, thinkers, and builders. We're proud to be part of this global community.



Rick McCracken DIGI 🇺🇸

@RichardMcCrackn

The Cardano Summit 2024 was absolutely awesome. Huge shout out to @Cardano_CF and @emurgo_io 😊

Many great exhibits, workshops, and speaker panels. I have to give extra props to @USDMOfficial & @W3iSoftware for the huge team turnout and level of effort by the people involved. 🏆

2:10 PM · Oct 27, 2024 · 4,132 Views

8 comments

25 shares

213 likes

1 bookmark

1 share

Socials 2023

Top Latest People Media Lists



F @FractionEstate • Nov 13
What a amazing #CardanoCommunity we have in Norway.
#CardanoSummit2023 CLE

4 7 34 1.6K

HOSKY @hoskytoken • Nov 6

A huge shoutout to everyone at @Cardano_CF for an amazing #CardanoSummit2023.

Amidst the bear market, the @cardano community flocked to Dubai in numbers, giving us the chance to celebrate our shared successes (or lack thereof) for #HOSKY.

We're #Cardano, and we are changing the...
Show more

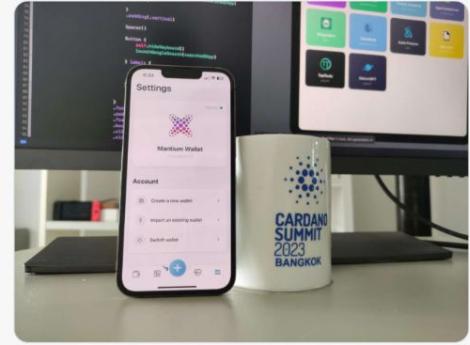


Input Output and 2 others

4 23 184 6.2K

Mantium @MantiumWallet • Nov 8

Back home after our first #CardanoSummit2023 at Bangkok. More motivated than ever to create innovative new services on #Cardano. Thanks to @BreakingADA for organizing the event.



1 2 12 622

Adaverse Accelerator @Adaverse_Acc • Nov 7

Still buzzing from #CardanoSummit2023 in Dubai
Big thanks to attendees & #cardanocommunity for a landmark event!

Key takeaway: Through every market season, Cardano grows, with #EMURGO at the helm of Web3 innovation for global success

Join us  #AdaverseMeetup in Riyadh today!



Steven Ward @methebim • Nov 7

#CardanoSummit2023 was an amazing time! So glad to part of such an incredible community!
@projectNEWM @atrium_lab @MehenOfficial @orcfax @OptimFi just to name a few. Thanks for an incredible time - and a lot of things to come!



3 6 46 1.1K

Jeremy Firster @JeremyFirsterCF • Nov 8

It's great to see all the positivity from #CardanoSummit2023.

It was an amazing event and an even better audience. Thank you to all of the organizers, sponsors, media partners, and guests who made this event a reality.

Let's keep the Cardano train moving forward!

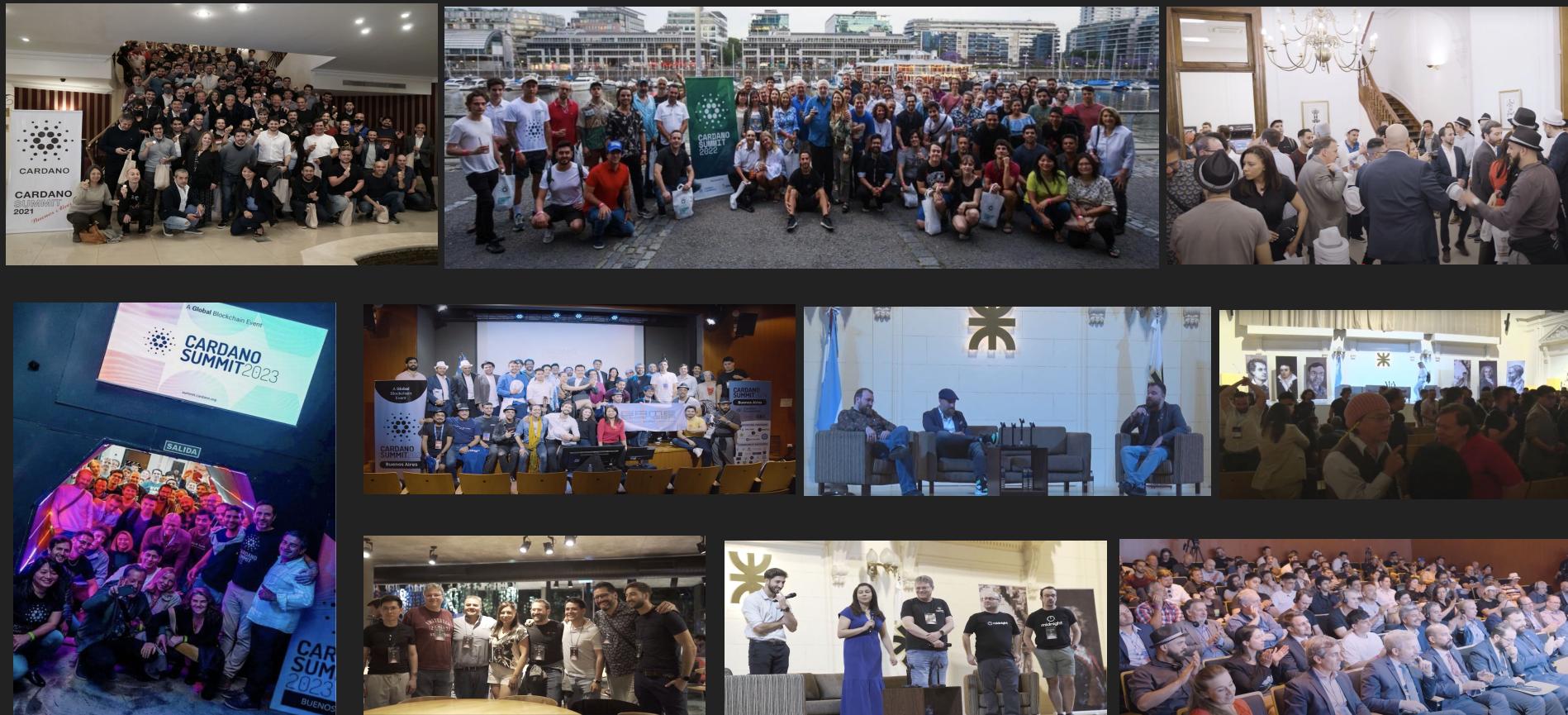
7 5 83 3.6K

Adam Dean @adamKDean • Nov 7

Arrived home at ~3am after ~36 hours of travel home from the #CardanoSummit2023 in dubai. Wake up 4 hours later feeling refreshed, energized, and ready to get back to work after such an amazing weekend talking to so many visionaries, builders, and community leaders.

9 9 201 5.1K

Ada Solar - track record



EMURGO & Rare Evo - track record



Rare Evo 2024: A Blockchain Event - Sizzle Reel

5.9K views • 5 months ago

 Rare Network

Thank you to everyone who made Rare Evo 2024 a massive success! Enjoy a quick recap of all the events. Early bird tickets are ...

4K

1:51

[Watch Here](#)





[TOKEN2049] Cardano VIP Networking Event hosted by EMURGO and Input Output HK

194 views • 5 months ago

 EMURGO

Relive the exclusive Cardano VIP Networking Event hosted by EMURGO and Input Output HK during TOKEN2049 in Singapore ...

1:33

[Watch Here](#)



EMURGO - track record

**CARDANO
POOL PARTY
TOKEN 2049**

CIP-1694
WORKSHOP
Japan

**REAL-WORLD ASSETS
TOKENIZATION
INSIGHTS**
Japan, 2024

**CARDANO
SUMMIT 2022**
in
SINGAPORE

**EMURGO
PARTY 2023**
TOKEN 2049 Networking Event

**EMURGO
CARDANO
MEETUP**
Singapore 2024

Cardano EMURGO
BUILD
2023 HACKATHON

CARDANO
COMMUNITY EVENT
Japan, 2023

Cardano Jakarta
MEETUP
Hosted by EMURGO



Wada - track record

africa4cardano2025.org



+ Feasibility Studies in Africa during 2024

africa4cardano2025.org



Path to Revenue for Cardano Summit Flagship Event

Year	Budget	Revenue	Net Cost	Notes/Key milestones
2021	\$5m	\$0	\$5m	IOG funded
2022	\$4.6m	\$620k	\$4m	CF-funded
2023	\$4.2m	\$1.1m	\$3.1m	Increased revenue & reduced costs
2024	\$3.2m	\$1.2m	\$2m	Increased revenue & reduced costs
2025	\$1.4m	\$400k	\$1m	Leaner model, New Cardano Budget
2026	\$1.2m	\$600k	\$600k	Leaner model, growing new sponsors and other revenue streams
2027	\$1m	\$800k	\$200k	Repeatable model, growing new sponsors and other revenue streams
2028	\$1m	\$1m	0k	Break-even
2029	\$1m	\$1.1m	\$100k profit	First profitable year

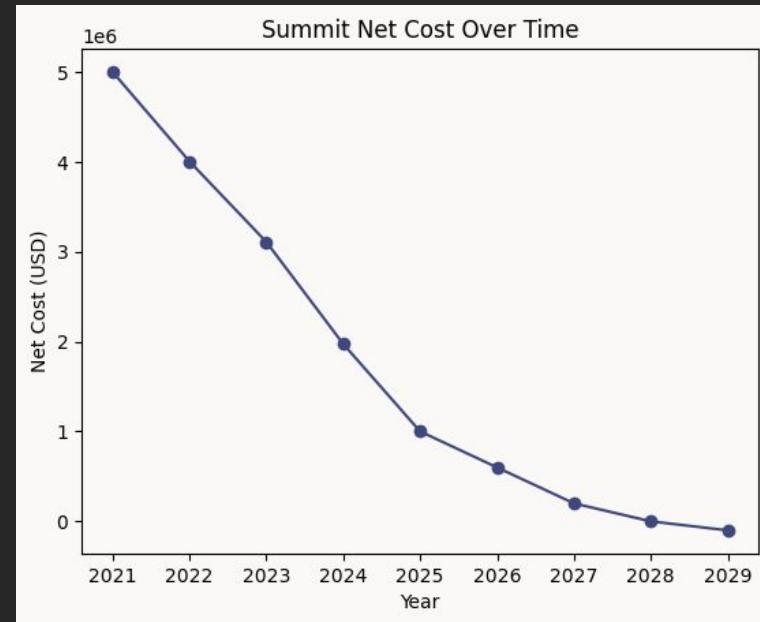
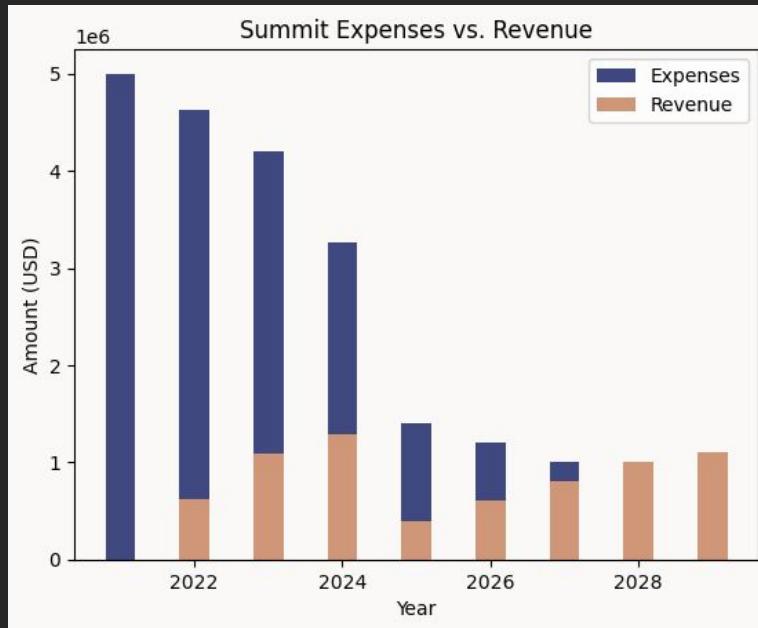
Financial Planning Evolution

2025 Revenue: Dropped to \$400k to reflect the loss of Emurgo, IO & Intersect as sponsors. (They contributed a combined \$975k in 2024)

Gradual Decrease in Expenses: The budget drops significantly after 2024 (from \$3.26M down to \$1.4M), which helps reduce the Summit's total cost burden.

Growing Revenue Stream: The revenue (growth shown above) increases each year until reaching \$1.1M in 2029, finally covering the budget expense and becoming a profitable event.

Path to Cardano Summit Flagship Event Revenue



Thank you



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